

AMENDMENTS TO THE CLAIMS

1. - 14. (Canceled)
15. (Original) A method of promoting goods and services, comprising:
issuing media in which each medium has at least one good or service associated therewith;
identifying each medium with an identifier and recording the identifier in a database such that the at least one good or service associated with each medium can be determined;
assigning an inactive status to the media such that while assuming the inactive status the goods or services associated with the medium may not be redeemed;
recording the inactive status in a database;
activating at least some of the media by changing the status of the media from an inactive state to an active state and recording the change of the status in the database;
varying the value of at least some of the media such that the value of the media varies according to selected conditions; and
distributing the media to holders wherein the holders present the media to providers that deliver the goods or services associated with the presented media to the holders.
16. (Original) The method of claim 15 including varying the value of the media based on the manner of activation, the location of the provider, or the identity of the holder or provider.
17. (Original) The method of claim 15 wherein the database is consulted at various times to determine whether the media or a certain medium is active or inactive.

18. (Original) The method of claim 15 wherein the database is updated from time to time with respect to the status of a medium and the value associated with the medium.

19. (Original) The method of claim 18 including the provider communicatively linking to the database and determining whether a presented medium is active or inactive, and further communicating for recordation in the database any goods or services delivered to a holder as a result of the medium being presented to the provider.

20. - 53. (Canceled)

54. (Currently Amended) The method of claim 50 wherein the database is provisioned with certain criteria that establishes variable value for the ~~media~~ medium.

55. (Currently Amended) The method of claim 54 wherein the value of the ~~media~~ medium is a function of the manner in which the ~~media~~ medium is activated, the location of the provider, the identity of the provider, or the identity of the individuals presenting the ~~media~~ medium.

56. - 63. (Canceled)

64. (New) The method of claim 15 including deactivating the media upon the occurrence of one or more conditions.

65. (New) The method of claim 20 including reactivating the media after the media has been deactivated.

66. (New) A method of promoting goods and services, comprising:
- issuing media in which each medium has at least one good or service associated therewith;
 - identifying each medium with an identifier and recording the identifier in a database such that the at least one good or service associated with each medium can be determined;
 - assigning an inactive status to the media such that while assuming the inactive status the goods or services associated with the media may not be redeemed;
 - recording the inactive status in a database;
 - activating at least some of the media by changing the status of the media from an inactive state to an active state and recording the change of the status in the database;
 - varying the value of each medium such that the value of the medium varies according to selected conditions; and
 - distributing the media to holders wherein the holders present the media to providers that deliver the goods or services associated with the presented media to the holders.
67. (New) The method of claim 66 including varying the value of each medium based on the manner of activation, the location of the provider, or the identity of the holder or provider.
68. (New) The method of claim 66 wherein the database is consulted at various times to determine whether a certain medium is active or inactive.
69. (New) The method of claim 66 including updating the database from time to time with respect to the status of a medium and the value associated with the medium.

70. (New) The method of claim 66 including communicatively linking the provider to the database and determining whether a presented medium is active or inactive, and further communicating for recordation in the database the identity if a good or service delivered to the holder as a result of the medium being presented to the provider.

71. (New) method of claim 66 including deactivating the media upon the occurrence of one or more conditions.

72. (New) The method of claim 66 including reactivating the media after the media has been deactivated.